Frutiger Eco

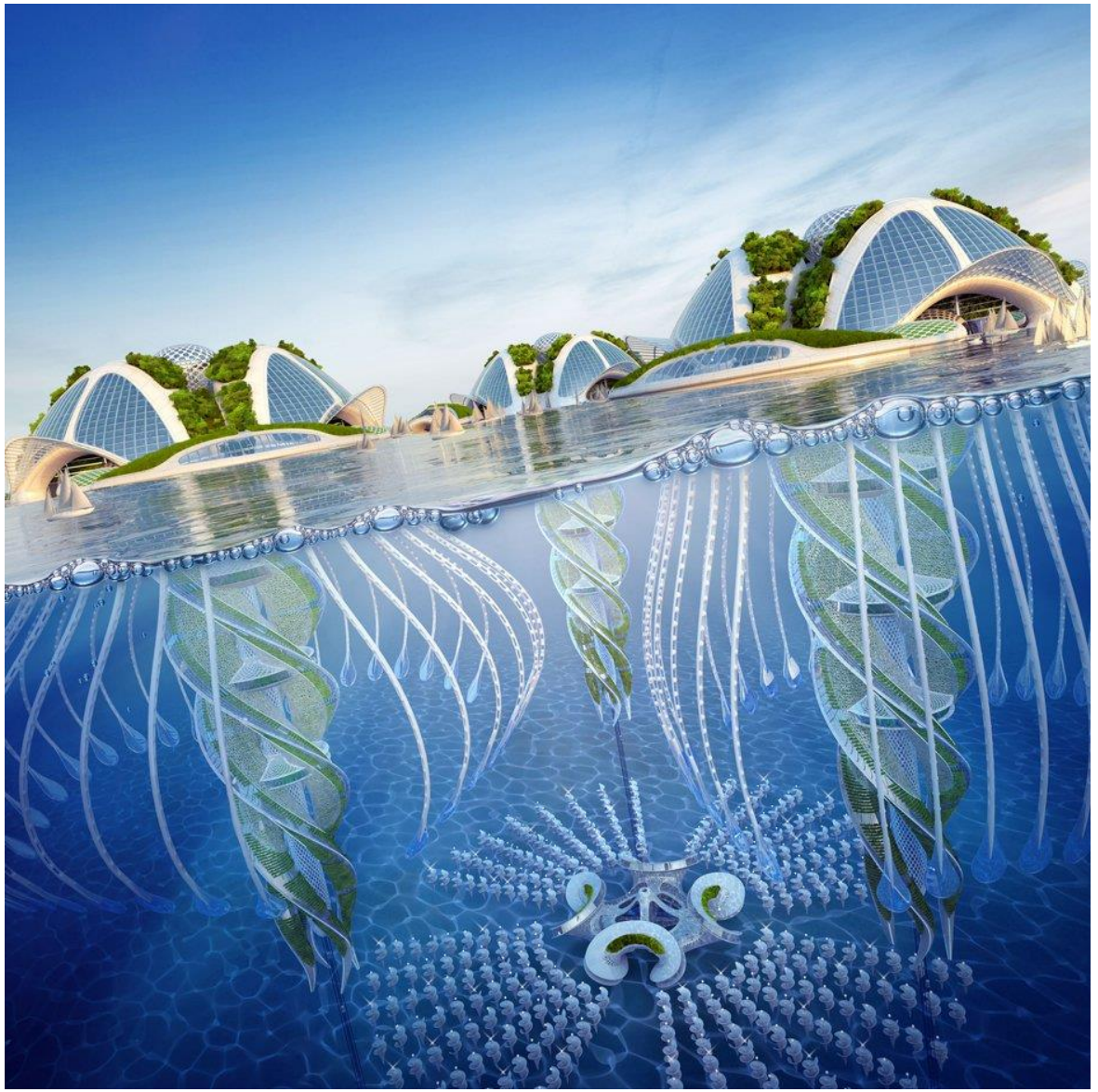
- David Glotz

- **Frutiger Eco** is a broad offshoot of the **Frutiger Aero** aesthetic. It emphasizes renewable energy, living in balance with nature, and features futuristic elements like architecture designed around sustainability and the environment. This style became especially popular in imagery, advertising, graphic design, and more during the mid-2000s and early 2010s. It aimed both to raise awareness about climate change and to promote a sense of optimism, often through depictions of a utopian, eco-friendly, and technologically advanced future — similar in spirit to **Solarpunk**. However, **Frutiger Eco** stands apart by staying closer to the visual style and historical roots of **Frutiger Aero**. The name combines its parent aesthetic, **Frutiger Aero**, with "eco," referencing ecology and the environment.

Example of a Frutiger Eco themed cleaning product logo design.

An example of a more corporate, Frutiger Aero-esque design

An example of futuristic Frutiger Eco architecture.

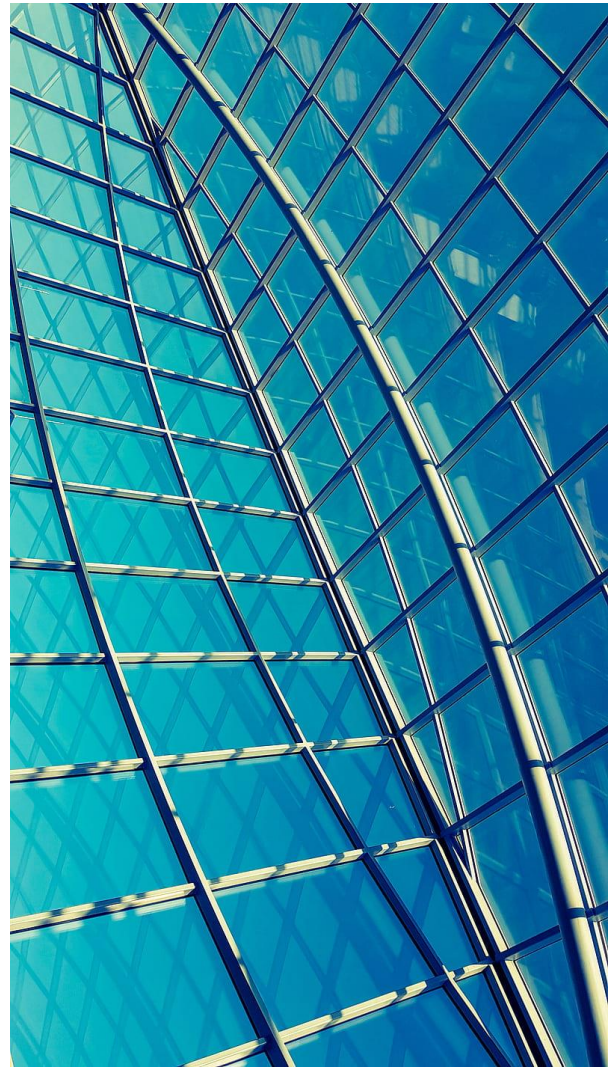


An example of Frutiger Eco in videogames.

Subgenre(s):

Renewable Corporate Futurism

- **Renewable Corporate Futurism** (RCF), also known as **Stock Eco Office**, **Stecoffism**, or **Solargraphic**, is a subgenre that branches off from **Frutiger Eco**, **Frutiger Aero**, and **Corporate** aesthetics. RCF emerged as a way to promote environmental optimism at a time when global warming was — and continues to be — a major concern. It blends the utopian, humanist, and nature-centered themes of **Frutiger Aero** and **Eco** with imagery and ideals associated with corporate office culture. **RCF** rose to prominence in the late 2000s but gradually faded in popularity by the late 2010s.



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